

WHAT IS CLAIMED IS:

1. A call routing system comprising:
a voice converted data module having an input to receive an incoming call;
an interactive voice response dialog module responsive to the voice converted data module; and
a call routing module responsive to the voice converted data module to route the incoming call to a destination.
2. The system of claim 1, further comprising an application server coupled to the voice converted data module, the interactive voice response dialog module, and the call routing module, the application server having access to a business logic database.
3. The system of claim 2, further comprising destination rules stored in an interactive voice response database, the destination rules accessible by the routing engine.
4. The system of claim 2, wherein the business logic database includes call treatment rules based upon at least one of a customer type, time of day, type of service, type of call, size of customer, and personalized caller information.
5. The system of claim 4, wherein the call routing module routes calls using a routing priority based upon the call treatment rules.
6. The system of claim 2, wherein the business logic database includes call treatment rules that are customized for a single enterprise.
7. The system of claim 2, further comprising a distributed computer network interface to the call routing module.
8. The system of claim 7, wherein the distributed computer network interface provides access to a customer database.

9. The system of claim 8, wherein the distributed computer network interface is coupled to a computer network, wherein the computer network is the internet, and wherein the computer network is configured to communicate electronic mail messages in response to the call routing module.

10. The system of claim 1, further comprising a personalized call queue for temporarily holding calls to be routed.

11. The system of claim 10, further comprising an audio library stored in a computer memory, at least one audio recording from the audio library available to played to callers in the personalized call queue.

12. The system of claim 1, further comprising a plurality of automated call response destinations.

13. The system of claim 12, wherein the plurality of automated call response destinations includes a billing destination, a repair destination, and a bill collection destination.

14. The system of claim 13, wherein a call routed to at least one of the plurality of automated call response destinations is connected to an agent terminal such that the call is routed to a live agent at the call agent terminal.

15. The system of claim 1, wherein the voice converted data module is responsive to a directory number rule table stored in a computer memory.

16. The system of claim 15, wherein the directory number rule table includes validated directory numbers that may be used to validate incoming calls.

17. The system of claim 1, further comprising a computer telephony interface responsive to the interactive voice response dialog module.

18. The system of claim 17, wherein the computer telephony interface is coupled to a call center agent terminal.

19. The system of claim 18, wherein a screen display is launched at the call center agent terminal based on a command from the computer telephony interface.

20. The system of claim 19, wherein the screen display is a screen pop that includes session specific information collected from the caller's telephone number and wherein the screen display includes information gathered from a customer relationship manager database.

21. The system of claim 17, wherein the computer telephony interface retrieves a call profile from a customer relationship management database.

22. The system of claim 21, wherein an audio file is retrieved and played to the caller based on the call profile.

23. The system of claim 22, wherein the audio file includes product information targeted based upon the call profile.

24. The system of claim 23, wherein the production information is derived from a product promotion and wherein the product information is targeted based on demographic information included in the call profile.

25. The system of claim 1, wherein the voice converted data module is implemented using voiceXML.

26. The system of claim 1, wherein the incoming call is received from an internet based communication device.

27. The system of claim 26, wherein the internet based communication device is a SIP phone.

28. The system of claim 1, wherein the incoming call is received from a first interactive voice response unit and is routed to a second interactive voice response unit.

29. A method of communicating with an originator of a call, the method comprising:

- receiving a call at an automated call handling system;
- performing an evaluation of the call based on a set of business rules;
- routing the call to an interactive voice response unit based on the evaluation;
- in response to the call, automatically scheduling and sending an email to the originator of the call, the email including a targeted communication message relating to the subject matter of the call.

30. The method of claim 29, wherein the subject matter of the call includes a customer request and wherein the email includes information responsive to the customer request.